

JOSEPHINE ABBATANGELO

UX Designer



SUMMARY

I love UX design. I am able to leverage my 15+ year background working in design to create **user-centered** solutions from **conception** through to **realisation**. My natural **leadership skills** facilitate an **agile** approach to **problem solving** in fast-paced environments, exploring **new technology**, managing **multiple concurrent projects**. I'm comfortable working with all kinds of people, from **stakeholders, developers** and **other designers**.

I have naturally progressed into **UX design** to create delightful experiences that align and attract the target audience. I craft a clear vision of the **big picture** while being mindful of the **details, executing, organising** projects and people with **excellent follow-through**.

CONTACT

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SKILLS

- Strong problem solver
- UX/UI
- Wireframing
- Prototyping
- User Research
- Persona Creation
- Visual Design
- Stakeholder management
- Information Architecture
- Responsive Web Design
- User testing

FURTHER SKILLS: Graphic Design, Brand Identity, Illustration, Editorial Design, Packaging, Advertising, Art Direction, Copywriting, Digital Illustration, High-end Photo Re-touching, Point-of-Sale.

MY TOOLKIT

- Axure
- Sketch
- Photoshop
- Indesign
- Illustrator
- Keynote, Pages, Numbers
- Powerpoint, Word, Excel
- Pens, Paper, Post-its

INTERESTS

I love my Mac. I love to travel. I love Melbourne coffee (boy do I miss it when I travel). I love creative pursuits like music, photography, painting and ceramics and I love the sun and the sea. Give me all of these and I am one happy girl.

WORK EXPERIENCE

OCT-2016 - PRESENT Skip (Sensis) UX/UI Designer

- Worked in an agile team to drive both the UX/UI of the **Skip** app
- Created user-flows, wireframes, working prototypes as well as pixel perfect visual design refining screens based on user feedback and testing, utilising best practise in order to make the app and user experience more efficient
- Conducted interviews with merchants, using insights to improve the current responsive merchant dashboard.

SEP-2015 - OCT 2016 Telstra Digital User Experience Designer

- Involved in end-to-end UX design process: user research, personas, userflows, site-maps, information architecture, wireframing, prototyping, visual design, customer journey maps, information graphics and supporting test sessions
- Worked in a team to help create and expand a responsive cross-platform product (CAT Customer Advisor Tool) that Telstra has rolled out to all stores and call centres.
- Engaged with the business, external stakeholders as well as developers to meet deadlines for each iteration, in an agile environment.
- Created Telstra Storyboard in Comic form showing different Agent/Customer scenarios
- Developed a UX/UI pattern library for use by the team
- Developed the product catalogue from telstra.com to be utilised and viewed within CAT
- Utilised strong problem solving skills to make complex problems, simple
- Helped foster a collaborative environment and enforce design guidelines in a cross-functional teams, conducting QA with both business analysts and developers to ensure delivery of cohesive products and consistent product delivery.

MAY - JUNE 2015 Hostelly NYC UX Designer & Project Manager

- Led team of three to design an interface for Hostelly, a cloud-based reservations platform and channel manager specifically designed for Hostels
- Conducted user and contextual enquiry that led to the design and testing of an interactive prototype
- Served as the main point of contact for the client and product manager
- Led interviews and design studio workshop with key stakeholders

- Led the ideation and conceptualisation stages with the team
- Synthesised competitor and user research into a robust report
- Collaborated on: competitor flows & heuristic analysis, interview questions, user scenarios and personas, competitor userflows, revised site-map, wireframes, clickable prototype, usability test Insights, research report and presentation.

2002 - 2015 Freerange Design Visual Designer/Graphic Designer

- Worked in both contract and freelance capacity, creating printed material and pixel perfect web solutions for various clients and studios.
- Creating thoughtful and innovative design solutions putting the needs of the user and stakeholder first has always been my priority.

2012 VISY Freelance Packaging Designer

- Created and ammended artwork for supermarket packaging in order to make them print ready.

2012 Seeking Service Expert Graphic Design Freelance Writer

- Wrote a monthly column on www.seekingservice.com.au about different topics related to running a freelance design business as well as what to expect from a freelance designer in relation to cost and service.

2008-2010 Sydney Road Design Collective Visual Designer

- Collaborated with a web strategist, web developers and content writer in order to create pixel perfect digital solutions for various web projects.

2007-2009 Idaho Design & Communication Visual Designer/Graphic Designer

- Designed marketing and communications materials, blending brand, image and message as well as creating pixel perfect digital solutions for various clients.

2002 – 2007 Buchanan Group Freelance Art Director/Senior Designer

- Art direction, styling of photoshoots and end-to-end design, layout and finished art of all marketing collateral and brochures that accompanied TVCs.

2000 – 2002 artlab Senior Designer

- Art direction, layout and design on a 52 page publication which was produced each month as well as brochures, websites, corporate identity and advertising campaigns.
- Oversaw and mentored junior designers. stake-holder, client and supplier liaison along with the day-to day running of the studio.

1999 The Australian Academy of Design Part-time lecturer in Print Reproduction

- Taught students how to take the files that they had created and prepare them for offset printing. Basic skills taught included but were not limmited to: colour space, spot colours, file format, image resolution, bleed, trim and live area, trapping etc.

CLIENTS INCLUDE: AFL Merchandising, Kodak Australia, Fontera Food Group, MYOB, Dulux Paints, British Paints, SKF Australia, Mazda, Pro-Vision, Computershare, DEET, Complex Training, HICA, Naked Raven, T3 records, Artistic Tile Design, ITK Consulting, Marketing Women, Perfect Events, Diversified Exhibitions Australia, Beyond the Box Apple Centre, Sha-de, Supacore Compression-Wear.

NOT-FOR-PROFIT: Choir of Hard Knocks, TLC for Kids, The National Heart Foundation, Concern Australia, Reach Outreach Program, Access Ministries

STUDIOS: Grant Day James, The Faith Agency, PMP Digital, Salt Creative, Traffic, Idaho Design and Communication, R2L Marketing, Lamb Creative.

EDUCATION

2016
Tractor
Design School
Responsive
Web Design

2015
General
Assembly
User Experience
Design Immersive
NYC

2014
Tractor
Design School
Industry Mentor
Digital Design
Program

2012
RMIT university
Certificate 4
in Assessment
and Training

2000
Swinburne
University
of Technology
Advanced Diploma
of Print Design and
Interactive Media

1999
The Australian
Academy of
Design
Diploma of
Multimedia

1991-1994
Swinburne
University
of Technology
Bachelor of Design
with Honours

REFEREES

Mark Wilson
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